

شماره : ۹۹۵۰/۱۸۵۶۷۵۱

تاریخ : ۱۴۰۲/۰۹/۱۵

زمان : ۱۵:۱۸:۵۳

پیوست : دارد



۶۸۹۶۰۱۶۰

بسمه تعالی

جناب آقای چمندی

معاون محترم هماهنگی امور اقتصادی استانداری خراسان رضوی

موضوع: نمایشگاه واردات کره جنوبی KIA ۲۰۲۴

با سلام

احتراما، به پیوست تصویر نامه شماره ۱۸۵۴۴۸۱/۱۱۹۱ مورخ ۱۴ / ۹ / ۱۴۰۲ سفارت جمهوری اسلامی ایران در کره جنوبی با موضوع آشنایی با فرصتها و اهمیت حضور در نمایشگاه واردات کره جنوبی KIA، و ضمایم مربوطه جهت استحضار و دستور اقدام مقتضی ایفاد می گردد.

احمد معصومی فر

مشاور وزیر و رئیس نمایندگی تجارت، معدن و تجارت

اداره کل صمت خراسان رضوی

شماره ثبت: ۱۶۴۲۹۵۳

تاریخ: ۱۴۰۲/۰۹/۱۶

رونوشت :

جناب آقای رجبی رئیس محترم سازمان صنعت، معدن و تجارت استان خراسان رضوی  
جناب آقای توکلی زاده رئیس محترم اتاق بازرگانی، صنایع، معادن و کشاورزی مشهد مقدس  
جناب آقای فرشچی طوسی مدیرعامل محترم شرکت شهرک های صنعتی خراسان رضوی  
جناب آقای شیردل رئیس محترم اتحادیه صادرکنندگان استان خراسان رضوی  
جناب آقای صیفی مدیرعامل محترم شرکت نمایشگاه های بین المللی مشهد  
جناب آقای کوزه چی سفیر محترم جمهوری اسلامی ایران - سئول  
جناب آقای چگنی مدیر کل محترم دفتر دیپلماسی اقتصاد مقاومتی  
جناب آقای نفر رئیس محترم اداره تسهیل و توسعه همکاری های اقتصادی  
جناب آقای ابوالفتح بیگی دزفولی رئیس محترم اداره سوم آسیا و اقیانوسیه (ژاپن، کره جنوبی و کره شمالی)

شماره : ۱۱۹۱/۱۸۵۴۴۸۱

تاریخ : ۱۴۰۲/۰۹/۱۴

زمان : ۱۰:۲۶:۳۷

پیوست : دارد



سفارت جمهوری اسلامی ایران - سؤل



۶۹۱۱۰۴۰۰

بسمه تعالی

جناب آقای چگنی

مدیر کل محترم دفتر دیپلماسی اقتصاد مقاومتی

موضوع: نمایشگاه واردات کره جنوبی KIA ۲۰۲۴

با سلام؛

احتراماً، پیرو نامه شماره ۱۷۵۶۳۲۹/۱۱۹۱ مورخ ۱۴۰۲ / ۰۶ / ۲۹ با موضوع گزارش آشنایی با فرصت‌ها و اهمیت حضور در نمایشگاه واردات کره جنوبی KIA، به پیوست ایمیل دریافتی از انجمن واردکنندگان کره جنوبی در این خصوص به همراه ضمیمه مربوطه جهت اقدام مقتضی ایفاد می‌گردد.

سعید کوزه چی

سفیر

رونوشت :

جناب آقای ابوالفتح بیگی دزفولی رئیس محترم اداره سوم آسیا و اقیانوسیه (ژاپن، کره جنوبی و کره شمالی)

جناب آقای نفر رئیس محترم اداره تسهیل و توسعه همکاری‌های اقتصادی

کلیه دفاتر وزارت امور خارجه در داخل کشور

# 2024 KOREA IMPORT FAIR

Trade with Trust

## Booth Fee

Price	US\$ 3,000	Basic
Period	Booth Fee	Discount Rate
by Dec.2023	US\$ 1,800	40%
by Feb.2024	US\$ 2,100	30%
by April.2024	US\$ 2,400	20%
May.2024~	US\$ 3,000	—

※ 10% Advance payment must be done for the registration to  
1800-007-121524 Shinhan Bank(Korea Importers Association) SWIFT : SHBKRRSE

## Registration Info.

Deadline: May 31, 2024  
How to apply : submit the completed application

By E-mail overseas@koima.or.kr

By Website www.koimakif.com

By Fax 82-2-749-1830

## Settlement Instruction

Bank Account 180-007-121524 Shinhan Bank

Beneficiary Korea Importers Association(KOIMA)

Swift Code SHBKRRSE



### KOREA KIF Secretariat

Korea Importers Association(KOIMA) 169 Bangbae-ro, Seocho-gu, Seoul, Korea  
Tel : 82-2-6677-3662 / Fax : 82-2-749-1830 / E-mail : overseas@koima.or.kr / website : www.koimakif.com

# 2024 KOREA IMPORT FAIR

Import Trend With The Industry 4.0

July 4th ~ 6th, 2024

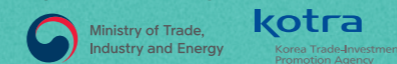
COEX HALL B



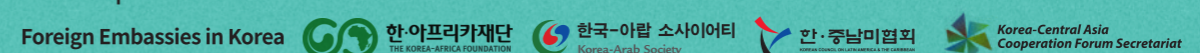
Organized by



Sponsored by



in Cooperation with



We invite you to the Korea Import Fair 2024.  
The Korea Import Fair displays a wide range of products  
from agriculture to the Industry 4.0.

Discover and present your products at the global sourcing event  
and meet exceptional products.

Korea Importers Association  
wish you a great success and expansion  
for economic future of Korea




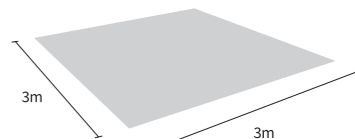
## Exhibition Overview

<b>Period</b>	10:00 ~17:00, July 4(Thu)~July 6(Sat), 2024
<b>Venue</b>	Hall B, COEX, Seoul Korea
<b>Scale</b>	4,365m <sup>2</sup>
<b>Items</b>	Raw materials, Food & Beverage, Handicrafts, Cosmetics, Children's items, Home Decoration, Jewelry & Accessories, Sports & Leisure items, Electric & Electronic appliances, Daily Necessities, Trade & Travel service etc. semi-conductor, secondary cell etc.
<b>Event</b>	B2B 1:1 meeting, Korea's Trade(Import) policy session
<b>Organized by</b>	Korea Importers Association(KOIMA)
<b>Sponsored by</b>	Ministry of Trade, Industry and Energy(MOTIE), Korea Trade Investment Promotion Agency(KOTRA)



Korea's import market ranks the 8th in the world with  
trade volume over 700 billion dollars.

## Booth Fee

<b>Booth Type</b>	Basic		Space Only	
<b>Price</b>	US\$ 3,000/9m <sup>2</sup> (3m x 3m)		US\$ 2,500/9m <sup>2</sup> Minimum US\$ 10,000/36m <sup>2</sup>	
<b>Complimentaries</b>	1 Information Desk, 1 Folding Chair, 3 Spotlights, 4 Chairs, Power Outlet(1KW), Fascia Board, Carpet, Walls, Round Table ※ The booth is designed in 9m <sup>2</sup> per unit		Not available	

# KOREA IMPORT FAIR 2024

*July 4<sup>th</sup> – July 6<sup>th</sup>, 2024, COEX, Seoul*

## **I. BACKGROUND**

As the world's only import-specialized economic institution worthy of its status as a global leader, Korea Importers Association (KOIMA) has the ability to expand and balance trade and solve global supply chain issues. Korea Importers Association is pleased to announce that the 20th Korea Import Fair will be open from June 29<sup>th</sup> to July 1<sup>st</sup>. The Korea Importers Association has decided to change the name of "The Import Good Fair" to "**The Korea Import Fair**" as of 2023 to secure the stable supply of excellent raw and subsidiary materials for the expansion of trade and enhance the import competitiveness of Korea.

The Korea Import Fair was first organized in 2003 and has achieved global recognition, as the fair is designed to speak about Korea's import trading from the world market. The organizer KOIMA cordially invites foreign exporters who are interested in showcasing global products as well as Korean importers who are anxious to explore business opportunities with the foreign exporters at the fair.

## **II. OBJECTIVES**

The Korea Importers Association (KOIMA) will provide opportunities for matchmaking, business exchanges, and the conclusion of business and investment deals. (Business-to-Business and Business-to-Government)

At the site, KOIMA will provide a 'B2B Room' for your matchmaking meetings with Korean importers during the exhibition. The organizer KOIMA is confident to introduce this Show, as the most reputable and respected exhibition in Korea, to support your export to Korea.

## **III. PARTICIPATION**

The Trade Fair will showcase 200 exhibitors from small, medium, and large businesses from all locations of the world and it is expected that 8,000 people will attend the trade fair. In 2024, many participants and visitors related to raw materials are expected.

## **IV. EXPECTED OUTCOMES**

This 'Korea Import Fair' will enhance your market access. You will find the pathway to enter the Korean market for your export. Come and join us with your precious products to attract Korean consumers. You will experience Korea and enjoy your business.

## **V. DATES AND LOCATION**

The Korea Importers Association is willing to hold the event from the 4<sup>th</sup> July -6<sup>th</sup> July, 2024 and the proposed location for the trade fair is the COEX Exhibition Hall B, Seoul. A Steering Committee has been formed and includes the Chamber of Commerce, the government, private sector partners, and so on.

## **VI. PROGRAM OUTLINE**

1. Exhibition Information
  - Date: July 4<sup>th</sup> ~ July 6<sup>th</sup>, 2024
  - Venue: COEX Hall B, Seoul Korea

2. Supporting Organizations
  - Ministry of Trade, Industry and Energy
  - Korea Trade Investment Promotion Agency
3. Cooperating Organizations
  - Korea Importers Association
  - Foreign Embassy in Korea
  - The Korea-Africa Foundation
  - Korean Council on Latin America & Caribbean
  - Korea-Arab Society
  - Korea-Central Asia Cooperation Forum Secretariat
4. Exhibitors
  - Global exporters, etc.
5. Invitees
  - Korean importers, distributors, wholesalers, merchandisers, etc.
6. Items
  - Energy Products, Metals, Livestock and meat, Agricultural products, Food & Beverages, Cosmetics, Household goods, Kitchenware, IT products, Fashion, Textile, Accessories, Handicrafts, Children's items, Tourism information, Cyber Security etc.
7. Program Activities
  - Exhibition
  - B2B Meetings
  - Seminars

## **VII. REGISTRATION**

1. Submit the completed application form to E-mail: [overseas@koima.or.kr](mailto:overseas@koima.or.kr)
2. Fee
  - Basic: US\$ 3,000/9m<sup>3</sup>(3m x 3m), Space Only: Minimum US\$ 10,000/36m<sup>2</sup> (9m<sup>2</sup> x 4)
  - Early Bird Registration (Promotion):
    - 40% DC from actual price before Dec. 2023 Registration
    - 30% DC from actual price before Feb. 2024 Registration
    - 20% DC from actual price by April 2024 Registration

## **VIII. CONTACTS**

- Mrs. Rachel Hwang, Head of International Relations  
Tel: +82-2-792-4833, E-mail: [rachel@koima.or.kr](mailto:rachel@koima.or.kr)
- Mr. Minwoo Jeong, International Relations  
Tel: +82-2-6677-3662, E-mail: [wizard@koima.or.kr](mailto:wizard@koima.or.kr)
- Ms. Mingee Kim, International Relations  
Tel: +82-2-6677-3664, E-mail: [mingeek@koima.or.kr](mailto:mingeek@koima.or.kr)

November 22 , 2023

## **Korea Import Fair 2024**

Dear Sir/Madam,

We KOIMA work and stand on behalf of Korea's import business, and every year we organize and host an annual exhibition and convention, the '**Korea Import Fair (KIF)**'. The exhibition is designed to introduce foreign-made products to Korean buyers and KOIMA member companies.

I am delighted to inform you that we have scheduled the exhibition for next year in July 2024. As we have hosted more than a decade now, next year's exhibition marks its 21<sup>st</sup> show, which is sponsored by the government, the Ministry of Trade, Industry, and Energy of Korea (MOTIE). The KIF exhibition confidently calls extreme attention from both public visitors and Korean importers as it is the one and only exhibition to introduce imported products by organizing seminars and B2B meetings.

I respectfully request the embassy to **promote our exhibition toward your country's exporters and related associations**. This will greatly facilitate companies' participation in the fair. I do hope your space shall be a part of the event for a new entry to Korea, using all the benefits offered at the "Korea Import Fair". The KIF 2024 will help add new opportunities for your country's exporters to enter the Korean market successfully.

**Dates: July 4 (Thu) ~ July 6 (Sat), 2024**

**Place: COEX Hall B, Seoul, Korea**

If **applications are made within this year, booth fees are at a 40% discount**. I kindly ask for your keen interest and participation. Please find the attached report from this year's exhibition and the brochure for next year's exhibition for reference.

I would be most grateful and honored if you could accept our invitation with favorable consideration.

For applications and questions,

- Email: [overseas@koima.or.kr](mailto:overseas@koima.or.kr)
- Tel: +82-2-6677-3662, +82-2-6677-3664
- Fax: 02-749-1830



**KIM Byung-Kwan**  
Chairman & CEO  
Korea Importers Association



*Attachment: Brochure, Application Form, Concept Paper*

# [Korea Importers Association] Request for promotion of KIF 2024

From [국제협력실](#) on 2023-11-22 11:31

[Details](#) [Headers](#) [Plain text](#) [Download all attachments](#)

- Official Letter(KIF2024)\_Embassy.pdf(~168 KB)
- 2024 KIF brochure\_1.pdf(~3.1 MB)
- KOREA IMPORT FAIR 2024\_Application Form.doc(~73 KB)
- KOREA IMPORT FAIR 2024\_CP.pdf(~184 KB)

Dear Sir/Madam,  
Greetings from KOIMA.

I am delighted to inform you that we have scheduled the exhibition for next year in July 2024. As we have hosted more than a decade now, next year's exhibition marks its 21<sup>st</sup> show, which is sponsored by the government, the Ministry of Trade, Industry, and Energy of Korea (MOTIE). The KIF exhibition confidently calls extreme attention from both public visitors and Korean importers as it is the one and only exhibition to introduce imported products by organizing seminars and B2B meetings.

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I would be most grateful and honored if you could accept our invitation with favorable consideration.



# Korea Import Fair 2024 Application Form

## 1 Participant's general information

<b>Company Name</b>			
<b>Person in Charge</b>		<b>Country</b>	
<b>Address</b>	(ZIP CODE:   -   )		
<b>Phone</b>		<b>E-mail</b>	
<b>Exhibits' Item</b>			

## 2 Booth space

Application Deadline	Type (check V)	Unit price		No. of Application	Applicable Price
April 30, 2024	Booth	Booth/per	\$3,000	(   ) Booth	<b>USD</b>
	Space Only	Space Only/36m <sup>2</sup>	\$10,000	(   ) Space	

## 3 Additional Utility Service

Classification	Details	Unit Price	Requirements	Charges Due
Electricity	Single-phase 220V	Daytime: USD 50/KW 24 hours: USD 100/KW	KW	USD ____
	Three-phase 220V		KW	USD
	Three-phase 380V		KW	USD
Telephone	Local Calls	USD 50 / EA	EA	USD
	International Calls	USD 200 / EA	EA	USD
Wired Internet		USD 150 / EA	Port(s)	USD
Water & Drainage		USD 200 / EA	EA	USD
Compressed air		USD 150 / EA	EA	USD
<b>Total amount (Booth + Ads + others)</b>				<b>USD</b>

Name of bank: Shinhan Bank  
 Account No: 180-007-121524  
 Swift code: SHBKKRSE  
 Beneficiary: Korea Importers Association

We agree the "Terms and conditions for participation" and confirm that all above information provided by us is true and correct.

**Name & Signature:**

Date: 20 . . .

# **Korea Import Fair 2024**

## **1. TERMS OF REFERENCE**

- 1) The term "exhibition" shall mean "KOREA IMPORT FAIR 2024."
- 2) The term "organizer" shall mean "Korea Importers Association (KOIMA)", Seoul, Korea.
- 3) The term "exhibitor" shall mean the individual, company, or organization that has applied for the exhibition.

## **2. APPLICATION FOR PARTICIPATION**

- 1) All applications for participation shall be made on the prescribed application form, which shall be submitted to the organizer.
- 2) The "exhibitor" must submit the application form duly signed along with 10% of the participation fee including any additional utility service charge. The organizer, however, may defer or refuse the acceptance of an application if sufficient space is not available, or the announced exhibit is considered by the organizer not germane to the exhibition, and though the application form has already been submitted, the organizer will return the application form and the participation deposit money one month before the exhibition.
- 3) The "exhibitor" should inform the "organizer" about any changes made to the submitted documents including the application form and all the other forms, immediately. Any losses incurred by failure to report shall be covered by the exhibitor.

## **3. TERMS OF PAYMENT**

- 1) 10% of the deposit of the participation fee and/or relevant stand charges must be paid at the time of the application by the exhibitor and the balance shall be paid not later than April 30, 2024. (The exhibitor may pay the full participation fee at the time of application.)
- 2) The participation fee shall be paid by the due date. Otherwise, the organizer has the right to cancel the contract and to dispose of the space at their discretion. And in case they do the participation fee already paid shall not be refunded.
- 3) If the application fee and utility fee are not paid in full, the organizer shall reserve the right to seize the exhibit.

## **4. ALLOCATION OF EXHIBIT SPACE**

- 1) The organizer shall allocate the space in accordance with the order of application, the size of the space applied for, and the nature of the exhibits. The exhibitor cannot make a formal objection to the allocation.
- 2) The organizer shall reserve the right to change the location and/or the size of the space allocated to the exhibitor at any time prior to the commencement of the build-up of the exhibition, should exception circumstances demand, and the exhibitor shall have no claim for compensation as a result of any changes.
- 3) Under no circumstances may the exhibitor resell, transfer rights to, or enter into a mutual agreement to change assigned booth(s) with another party, without the prior approval of the organizer.

## **5. USE OF THE EXHIBIT SPACE**

- 1) The exhibitor shall exhibit their stated products and must have competent personnel in their booth(s) during the entire period of the exhibition.
- 2) All exhibits must accord with the statement on the application form and be related to the theme of the exhibition. Public auctions and sales without the permission of the organizer are strictly prohibited. If the exhibitor violates the above-mentioned rules, the organizer can stop the exhibitor's activity, remove his/her exhibits, or order the dismantling of his/her booth. In this case, the participation fee shall not be refunded, and the exhibitor shall have no claim for compensation.
- 3) The organizer shall have the right to prohibit certain persons from entering the exhibit.
- 4) The exhibitor shall operate and demonstrate its exhibit so as not to annoy, endanger, or interfere with the rights of other exhibitors or visitors. Any practice resulting in complaints may be prohibited by the organizer.

## **6. BREACH OF CONTRACT AND WITHDRAWAL BY EXHIBITOR**

- 1) In the event of abandonment or rejection of all the allocated space or the partial space, the exhibitor shall notify the organizer in writing immediately. In this case, the participation fee already paid will not be refunded.
- 2) If the notification is made before May 31, 2024, the participation fee except the deposit shall be refunded.
- 3) The refund fee shall not bear any interest.

## **7. CANCELLATION AND CHANGES OF THE EXHIBITION**

In the event of the cancellation of the exhibition by the organizer, the participation fee paid will be refunded fully. But if the cancellation was caused by force majeure such as an act of nature or war, the fee will not be refunded. In this case, the exhibitor shall have no claim for compensation from the organizer.

**8. CONSTRUCTION AND DECORATION OF STAND, DISMANTLING, AND RESTORATION**

- 1) All exhibitors must complete their construction and/or decoration and move in and display their exhibits by the date and time stipulated by the organizer.
- 2) Modifications including decorations such as painting the floor, ceiling, and pillars will not be permitted. The exhibitor shall be responsible for compensating any damages to the facilities of the exhibition hall.
- 3) Exhibitors shall remove all exhibits and stand fittings from the exhibition hall within the period stipulated by the organizer and indemnify the organizer against any cost incurred by reason of delay or damages to the facilities of the exhibition hall.

**9. SECURITY, RISK, THEFT, AND INSURANCE**

- 1) The organizer shall protect the exhibits and visitors from potential safety hazards.
- 2) The exhibitors shall be held responsible for any loss or theft of, or damage to exhibits, stand fittings, or any articles belonging to the exhibitors during the construction, exhibition, and dismantling periods.
- 4) If the exhibitor intentionally or negligently causes a fire, theft, breakage, or other accidents inflicting damages to the organizer or others, the exhibitor shall be responsible for those damages. Another, the exhibitor shall also be responsible for insuring the exhibits.

**10. FIRE REGULATIONS**

- 1) Materials used in stand and display construction must be properly fireproofed in accordance with the pertinent regulations of Korea.
- 2) The organizer has the right, should circumstances necessitate, to make changes in the exhibitor's stand for fire control.

**11. SUPPLEMENTARY CLAUSES**

- 1) Whenever necessary, the organizer shall have the right to issue supplementary regulations in addition to the terms and conditions.
- 2) Any additional written regulations or instructions shall form part of the rules and regulations for participation in the KOREA IMPORT FAIR 2024 and they shall be binding on the exhibitors.
- 3) The exhibitor shall also observe the regulations stipulated by the management of the exhibition halls of COEX.

**12. ARBITRATION OF DISPUTES**

Any dispute, difference, or question that may arise at any time hereafter between the organizer and the exhibitor regarding these terms and conditions for participation or the rights and liabilities of the parties hereto shall be finally settled by arbitration in Seoul in accordance with the Commercial Arbitration Rules of the Korean Commercial Arbitration Board.

Date:

Agreed and Sign by \_\_\_\_\_

Signature \_\_\_\_\_